

MTD Sales
270.54 L

Brand Share %
4.66 %

Information:

MTD : 01-11-2025 To 27-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.66 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	271.60	7.14 %
Fridge	-1.07	-0.05 %
Total	270.54	4.66 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	56.49	8.14 %
SOUTH-01	48.11	5.46 %
SOUTH-03	31.70	4.24 %
WEST-02	31.63	5.50 %
CHENNAI-01	27.68	3.59 %
SOUTH ARCOT	24.16	5.28 %
CHENNAI-02	22.20	3.40 %
WEST-01	15.78	3.17 %
NORTH ARCOT	12.60	2.65 %
KL-SOUTH	0.19	0.35 %
Total	270.54	4.66 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	56.77	12.00 %
Fridge	-0.28	-0.13 %
Total	56.49	8.14 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.30	3.19 %
MDI1	1.03	3.55 %
AYR1	0.48	2.74 %
TRY2	0.46	4.40 %
NCK1	0.46	4.43 %
TRY3	0.35	1.60 %
NMM1	0.23	1.43 %
ORU1	0.20	1.93 %
PDK1	0.18	1.15 %
PTK1		0.00 %
TRY4		0.00 %
WTRZ		0.00 %
Total	56.49	8.14 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	48.90	8.75 %
Fridge	-0.79	-0.25 %
Total	48.11	5.46 %

Branch *	MTD Sales L	Brand Share %
TVL1	2.84	3.21 %
TUT1	2.27	2.57 %
TUT2	1.24	3.36 %
MAR1	0.94	3.54 %
KGL1	0.49	4.29 %
STU2	0.40	2.50 %
VNR1	0.33	2.65 %
ASM1	0.29	1.47 %
APK1	0.17	0.98 %
TVL2	0.14	1.60 %
KSM1	0.12	2.13 %
TKS2	0.03	0.08 %
ARM1		0.00 %
SGT1		0.00 %
TKY1		0.00 %
TYI1		0.00 %
WHTV		0.00 %
VLY1	-0.02	-0.09 %
UDN1	-0.08	-0.55 %
MMT1	-0.11	-0.65 %
ERL2	-0.21	-1.60 %
Total	48.11	5.46 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	31.70	6.62 %
Total	31.70	4.24 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.53	2.78 %
DGL1	1.46	2.70 %
TMM1	1.13	4.57 %
SVG1	0.39	1.98 %
MDU6	0.36	0.91 %
NTM1	0.33	3.29 %
PNV2	0.33	1.29 %
BNR1	0.30	2.47 %
MPA1	0.29	2.02 %
PKM1	0.28	4.21 %
MNM1	0.25	3.15 %
KKD3	0.20	0.50 %
KYK1	0.19	1.88 %
CBM1	0.19	0.92 %
KPT1	0.14	1.70 %
USL1	0.13	1.05 %
ADP1	0.12	1.10 %
ODM1	0.09	1.00 %
MDU3	0.08	0.29 %
DGL2	0.02	0.21 %
CMR1		0.00 %
MLR1		0.00 %
PVI1		0.00 %
TEN2		0.00 %
TPT1		0.00 %
WHMD		0.00 %
ATG1	-0.02	-0.07 %
Total	31.70	4.24 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	31.63	8.68 %
Total	31.63	5.50 %

Branch *	MTD Sales L	Brand Share %
MCR1	0.47	2.99 %
ERD2	0.32	0.71 %
APN1	0.25	1.99 %
PDR1	0.23	2.22 %
KVP1	0.22	1.60 %
BMD1	0.19	1.36 %
DPR1	0.19	1.72 %
PLC1	0.15	1.21 %
MTR1	0.12	0.78 %
NKL2	0.12	0.45 %
KMM1	0.10	1.06 %
TCG1	0.10	0.68 %
CMI1	0.08	1.15 %
HRR1		0.00 %
KRI1		0.00 %
WHKP		0.00 %
WHPD	-0.13	3.78 %
DPR2	-0.21	-2.19 %
Total	31.63	5.50 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	27.68	5.60 %
Total	27.68	3.59 %

Branch *	MTD Sales L	Brand Share %
CH08	1.91	3.79 %
CH11	1.08	3.72 %
CGL1	0.67	2.95 %
SKL1	0.43	2.14 %
CH26	0.24	4.04 %
AVD1	0.24	0.76 %
CH48	0.22	0.74 %
CH29	0.15	3.15 %
MRM1	0.15	0.56 %
GUD2	0.13	0.70 %
CH45	0.10	0.34 %
CH35	0.09	0.52 %
KNR1	0.08	0.69 %
CH07		0.00 %
CH16		0.00 %
CH30		0.00 %
CH38		0.00 %
CH39		0.00 %
CH40		0.00 %
GUD1		0.00 %
MC09		0.00 %
MC10		0.00 %
TKM1		0.00 %
WHC3		0.00 %
WCHN	-0.11	0.78 %
Total	27.68	3.59 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	24.16	7.65 %
Total	24.16	5.28 %

Branch *	MTD Sales L	Brand Share %
POY1	0.69	1.32 %
TVM2	0.24	2.16 %
ULP1	0.24	1.18 %
SJI2	0.14	0.57 %
VPM1	0.14	1.79 %
TVM1	0.13	1.22 %
TDM1	0.12	0.76 %
KML1	0.10	0.59 %
MKM1	0.08	0.82 %
POY2	0.08	0.24 %
KLM1		0.00 %
STP1		0.00 %
VCM1		0.00 %
Total	24.16	5.28 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	22.20	4.84 %
Total	22.20	3.40 %

Branch *	MTD Sales L	Brand Share %
CH03	2.69	3.36 %
CH15	2.54	4.28 %
CH12	1.68	3.63 %
CH20	1.36	3.70 %
CH33	0.38	1.65 %
UKI1	0.32	3.10 %
MJR1	0.26	1.05 %
CH43	0.21	0.82 %
GPD1	0.10	0.89 %
CH46	0.08	1.18 %
CH32	0.08	1.71 %
CH21		0.01 %
CH27		0.00 %
CH01		0.00 %
CH17		0.00 %
CH24		0.00 %
CH36		0.00 %
CH41		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	22.20	3.40 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	15.78	5.16 %
Total	15.78	3.17 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.42	4.45 %
CBE1	0.44	2.48 %
TPR2	0.40	1.62 %
TPR4	0.28	2.44 %
CBE4	0.26	0.89 %
CBE6	0.23	1.00 %
TPR3	0.22	1.92 %
KGI1	0.22	1.91 %
UMP1	0.17	1.60 %
KMD1	0.15	1.27 %
SYM2	0.14	1.00 %
KGM1	0.13	2.07 %
ANR1	0.12	3.83 %
DPM2	0.12	0.88 %
GDR1	0.12	1.44 %
GBM1	0.10	0.78 %
CBE3	0.08	0.94 %
AVI1		0.00 %
CBE5		0.00 %
KMR1		0.00 %
PDM1		0.00 %
SNR1		0.00 %
UAM1		0.00 %
WHCB		0.00 %
Total	15.78	3.17 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	12.60	3.92 %
Total	12.60	2.65 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.55	4.50 %
TRR1	0.76	2.76 %
SBR1	0.71	1.75 %
ARC2	0.69	2.43 %
VSI1	0.64	2.21 %
WJP1	0.42	4.20 %
VNB1	0.42	3.23 %
SLG1	0.28	4.21 %
ANI1	0.23	2.68 %
KPM1	0.21	1.55 %
VEL1	0.20	0.87 %
CGM1	0.19	1.61 %
WJD1	0.10	0.67 %
GDM1	0.10	0.63 %
ABR1	0.09	0.39 %
UGI1	0.08	1.17 %
AKM1		0.00 %
BGR1		0.00 %
KPM2		0.00 %
PLR1		0.00 %
TRT1		0.00 %
WHVL		0.00 %
Total	12.60	2.65 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.19	0.60 %
Total	0.19	0.35 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.19	0.55 %
KLR1		0.00 %
PAS1		0.00 %
TVSD		0.00 %
WTVF		0.00 %
Total	0.19	0.35 %